

E. V. ELDER'S MID-SPRING SALE

ON account of the late spring and inclement weather, we find ourselves overstocked. Our buyers bought heavy to obtain low prices. Our goods are new in style, low in price and too abundant in quantity. We are going to unload at

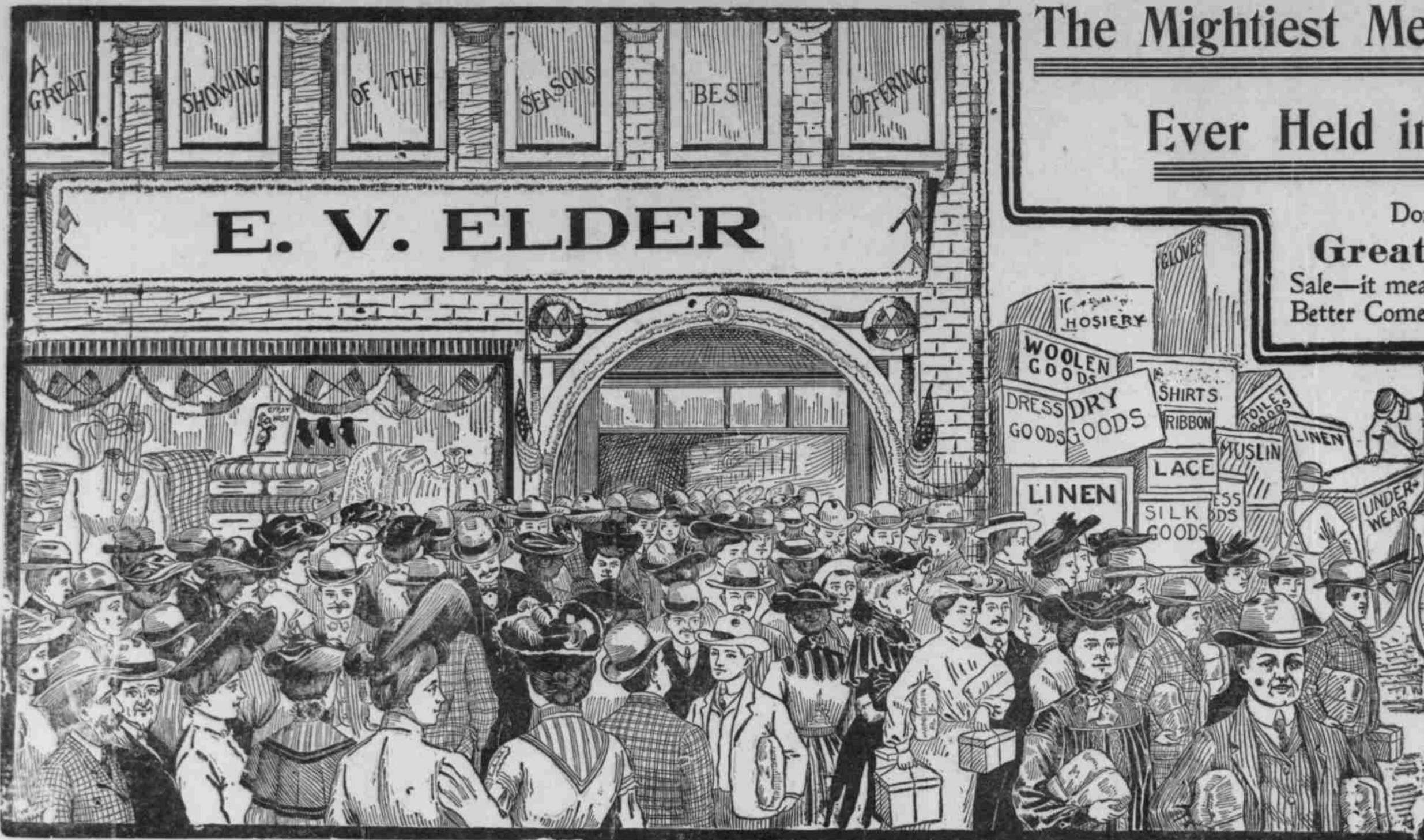
A Great Sacrifice

Take advantage of our misfortune

New, exquisite, desirable Spring Goods

right in the beginning of spring at prices rarely obtained in the late summer. More new goods are arriving daily. We have no place for them—help us make room

10 Days of unparalleled Bargain Giving



The Mightiest Merchandise Event

Ever Held in Richmond

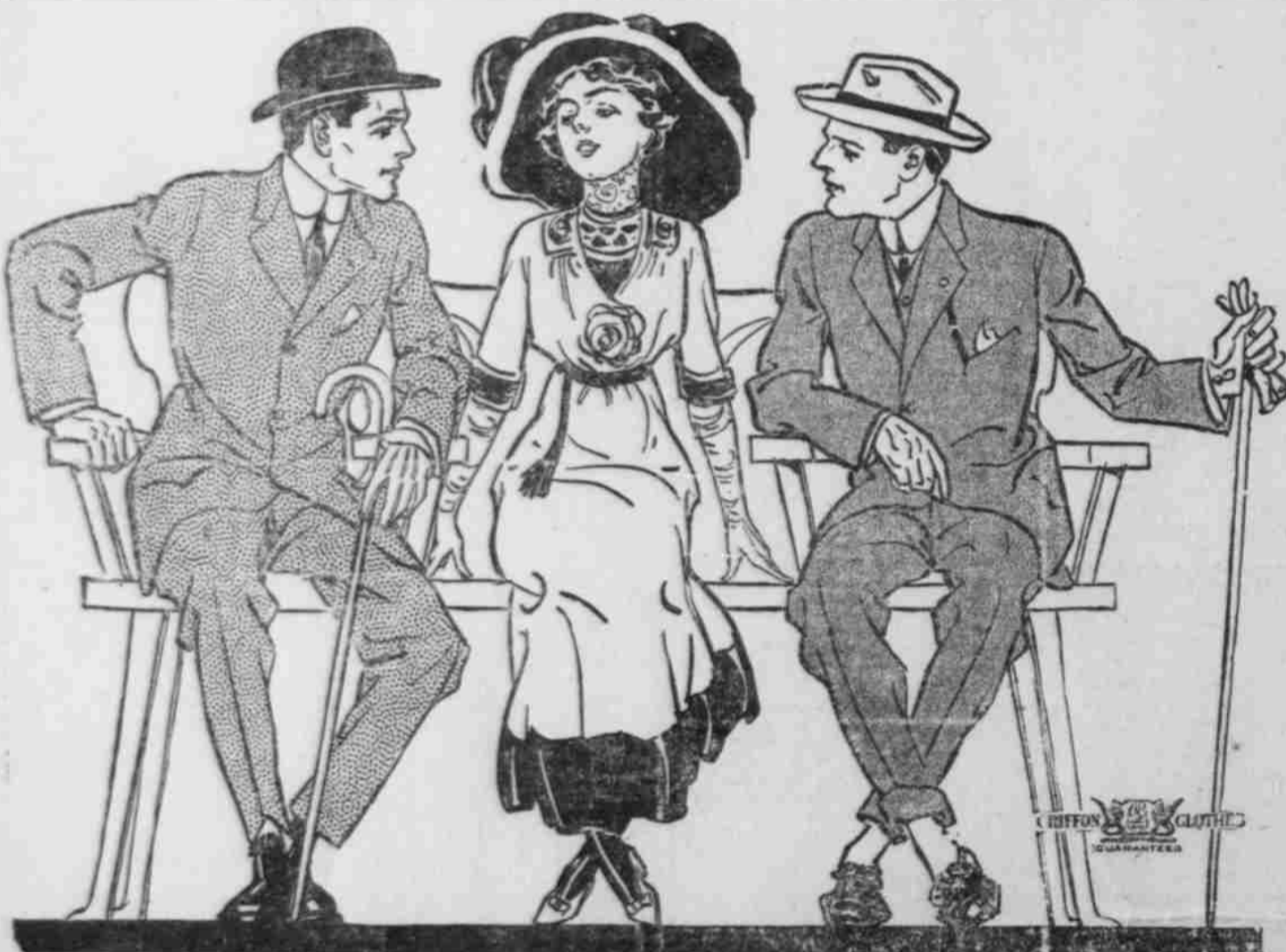
Don't Fail to Attend This
Great Stock Reducing
Sale—it means a great Cash Saving to you.
Better Come Early



Exquisite Millinery

In this department especially are we overstocked. After buying our regular amount, we were able to purchase a large number of imported samples at our own price. You will profit by being one of the many to assemble in our millinery department during this ridiculous disposal of desirable Spring Millinery

Starts Saturday, April 27 **10 Days** **Bargain**
Closes Monday, May 6 **Feast**



MEN'S CLOTHING

Right in the beginning of the season, when everybody is thinking of buying a new suit, we are going to make quick work of our clothing, as we expect to do two months business in two weeks. Every suit shown by us in this sale represents the leading styles made by one of the foremost manufacturers in the United States. Every suit is beautifully tailored and made in the very latest style, with good linings and inter-linings. We are going to sell them at such prices that you can certainly afford to buy two suits and anticipate for the future. Just look at the wonderful reduction we are making on these suits:

All \$ 7.50 values now	\$4.98	We Sell For Cash		BOYS' SUITS	
All 10.00 values now	7.98			Every mother wants to see her boy look as well or even a little better than some one's else boy. Her wish can be gratified as she will come to this sale. These suits are built to give the best wear, and are made of selected material.	
All 12.50 values now	9.98			\$12.50 Suits.....	\$9.98
All 15.00 values now	12.48			5.00 Suits.....	3.98
All 18.00 and \$20 values	14.98			2.00 Suits.....	1.48

Nice clean, honest Spring Suits to be sold in 10 days. You, no doubt, have attended sales galore, but when it comes to legitimate merchandising nothing ever happened in Richmond that borders on the magnitude of the showing of Strictly High Grade, Hand Tailored Suits that will be thrown upon the market in this sale. We challenge competition in any part of Kentucky on the values. We show everything new—fashionable styles and exclusive fashions

Shoes, Hats, Caps, Neckwear, Shirts

In fact prices on everything in our Men's and Boys' department has been cut

Have you bought your Lace Curtains, Table Linens, Carpets, Druggets, etc., for house cleaning? Have you bought your Shoes, Slippers, Dry Goods, Trimmings and Millinery? If you have not you are indeed fortunate because we have procured the choice of all the great markets and now lay them at your disposal at ridiculous prices. Why? Because our buyers in their enthusiasm at being offered such exquisite goods at such unheard of prices couldn't quit buying, and now we have such an abundance of beautiful Spring Goods that we are compelled to either sell or build another store. **WE ARE GOING TO SELL.**



Dress Goods at Pitiful Prices

Beautiful, beautiful indeed, are our spring patterns in Dress Goods. Beauty that defies description, quality that staggers competition and prices for 10 days that startles the imagination. Voiles, Marquises, Flaxons, Linens, Poplins, Suitings, etc. in such abundance and at such prices you cannot afford to overlook

Petticoats

Ladies' Black Sateen Petticoats made with deep flounce and ruffles, with hemstitching on flounce, bought especially for this sale; regular 1.25 values, now74c

Ladies' fine Mercerized Sateen Petticoats deep flounce and ruffles, would be cheap at 1.50, sale price.....98c

Ladies' fine Black Mercerized Sateen Petticoats, our regular price 2.00, now1.24

Five dollar Black Silk Petticoats3.24

Fine Huck Towels, 18x36, white with red borders, never sold under 15c, go at8c

Tremendous Stock of Spring Footwear

Upon our sales half Madison county is walking. Why?

Because:

\$4.00 White Buckskin Shoes, 16 button, sale price \$2.98

\$4.00 " " Slippers and Pumps, sale price \$2.98

Others in Tans, Velvets, Black Patent Leather, Gun Metal, Valour-Calf, Bull-Chamois, etc., in pumps, straps, button and lace. Sizes 2 to 8, Lasts A to E—and all at surprisingly low prices



Summer Underwear

at greatly reduced prices. Everything in Summer Underwear for men, women and children

Bed Spreads

Very choice, white crocheted, with or without corners, beautiful patterns, 1.50 values

\$1.15

White crocheted Bedspreads, hemmed ready for use, choice designs regular 1.25 values

98c

Fine white satin Bedspreads, large size, fringed, with or without corners, regular 2.50 values

\$1.95

75c Sheets.....62c

15c Pillow Cases.....12c

Everything in the Entire Store Reduced

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Remarkable Values in

Rugs and Other Floor Coverings

THAT WILL GIVE SPLENDID SERVICE

There is no better time than now for selecting floor coverings. Assortments are large, sizes are complete, colorings and patterns are most attractive and the underpricing gives you a chance to economize in the right way

Beautiful Your Home This Spring With a New Drugget

Special 12.50, 9x12 Brussels, now 8.98

Other Druggets up to 17.98

Tremendous disposal of Carpets, Matting, Linoleums, Oil Cloths, Etc., and an endless variety of Small Rugs at reduced prices

LACE CURTAINS

Very carefully selected stock of unmatched Curtains. When you "spring clean" your house you want them and can afford to buy at these prices

Curtains worth 75c a pair, now 29c

Curtains worth 1.00 a pair, now 59c

Curtains worth 2.00 a pair, now 98c

Curtains worth 5.00 a pair, now 2.98

Extra choice bleached Damask, 70 inches wide, regular 95c value, choice patterns, now 75c yard



Ladies' New Spring Shirt Waists

Here you'll find the biggest surprise of the sale. 98c

\$1.50 and \$2 Sample Shirt Waists.....Special Price

These waists are the latest style, nicely tailored and beautifully trimmed

Other Ladies' Waists, 89, 68 and 48c

Handkerchiefs

Ladies' hemstitched, extra good value.....3c

Ladies' hemstitched, 15c value.....8c

Extra values in gents plain and fancy kerchiefs

E. V. ELDER
MAIN STREET RICHMOND, KY